



Euromonitor
International

Cough, Cold and Allergy (Hay Fever) Remedies in Sri Lanka

October 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Link Natural value packs broaden family access

Cough syrups lead as lozenges gain ground

Daraz and Kapruka reshape herbal remedy access

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacies and e-commerce to reshape access to respiratory relief

Cough remedies to maintain leadership as medicated confectionery accelerates

Ayurvedic innovation and digital marketing drive consumer loyalty

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Link Samahan maintains dominance as herbal rivals focus on niche gains

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Pharmacies secure distribution leadership

Daraz and Kapruka attract digital-first buyers with ayurvedic focus

Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cough-cold-and-allergy-hay-fever-remedies-in-sri-lanka/report.